

Students Hear Study of Business Decisions

A case study of major business decisions, compiled by Dr. Kenton L. Anderson, 4432 Pacific Coast Hwy., and Dr. Robert E. Coffey was the subject of a speech presented to the managerial policy class at the University of Southern California School of Business Monday.

Drs. Anderson and Coffey, assistant professors of business and industrial management at USC, collected the 75-page case study of critical decisions made in the last 10 years by the Southern California Edison Co. top management last summer.

Harold Quinton, chairman of the board of the Edison Co. and vice chairman and treasurer of the USC board of trustees, addressed the students.

Compilation of the material by Anderson and Coffey was authorized by Edison and Dean Robert R. Dockson of the USC School of Business.

Shopping Center Set In Redondo

Construction is under way for a multi-million dollar shopping center in Redondo Beach on Pacific Coast Highway, bounded by Francisca, Beryl, and Elena avenues.

The Redondo Beach Shopping Center has leased locations to Safeway Stores and Thrifty Drug Co. Other occupants signed include a barber shop, pizza house, cleaner, and laundromat. Many others will be part of the center, although a few vacancies still exist, according to Louis G. Deeb, owner-developer.

The center will offer completely air-conditioned structures, landscaping, parking for more than 240 cars and public recreation and rest areas. Deeb said he decided to locate in Redondo Beach due to the "good business climate" and mushrooming retail sales in the Southwest area.

Sometimes a gal stand before a mirror while dressing to see what's going on.

Year-End Boom Sets New Building Record in City

A year-end surge of apartment and commercial construction in Torrance established a new record of nearly \$61 million for construction activity during a single year, according to statistics released by the city's building department.

A total of 231 permits valued at \$4,017,501 was issued during December by department officials. The unusually heavy construction during the month put the total value of all new construction begun during 1964 at \$60,886,944.

The city topped a record \$58.7 million established during 1963.

PROBABLY THE most significant of the permits was a single permit issued to the Joseph I. Magnin Co. for construction of the firm's Torrance store, to be located at 21910 Hawthorne Ave. It was valued at \$300,000.

The largest single permit issued was valued at \$640,000 and called for construction of a 58-unit apartment building at 3828 W. 226th St. Six permits with a combined value of more than \$1.8 million were issued to Bay Village Apartments. The structures, to be located at 20530 Anza Ave., will contain 128 units.

OTHER significant permits included a \$130,000 construction project begun by Pacific Telephone Co. at its Cravens Avenue plant in downtown Torrance, a \$300,000 sanitarium to be located at 22520

Maple Ave., and a \$156,000 office and warehouse to be constructed at 2835 Columbia St.

December permits provided for the construction of 193 apartment units at a total price of \$2,518,850 — more than half of the total of all permits issued during the month. Construction of commercial buildings valued at \$638,555 also was begun.

3,368 new apartment units have been started and 665 new single-family homes begun.

Seaman Recruit Robert E. Doll, USN, son of Mr. Edward Doll of 22108 Garston St., completed basic training Nov. 27, at the Recruit Training Command, Naval Training Center, San Diego. The nine-week recruit training period covers physical fitness, basic military law, military drill, customs and etiquette of the naval service, swimming and survival, first aid and a basic knowledge of shipboard routine.

Occidental Glee Clubs To Perform

Selections ranging from historic choral masterpieces to folk songs of America will be presented by the Occidental College Glee Clubs at El Camino College Friday, 8:30 p.m., in the Campus Theater.

The Occidental Glee Clubs, directed by Howard Swan,

are in their 36th concert season. In addition to annual winter tours throughout the western states, the clubs have performed choral works with the Los Angeles and San Diego Symphony orchestras.

During the summer this year, the clubs will make their first European tours and will perform in six nations. They will appear at the festival at Salzburg, Paris, Frankfurt, Florence, Venice, St. Moritz, Muenster, and Bruges.

Admission to the El Camino performance is \$1.50.

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